

FIG. 1

THE PROCESS 10

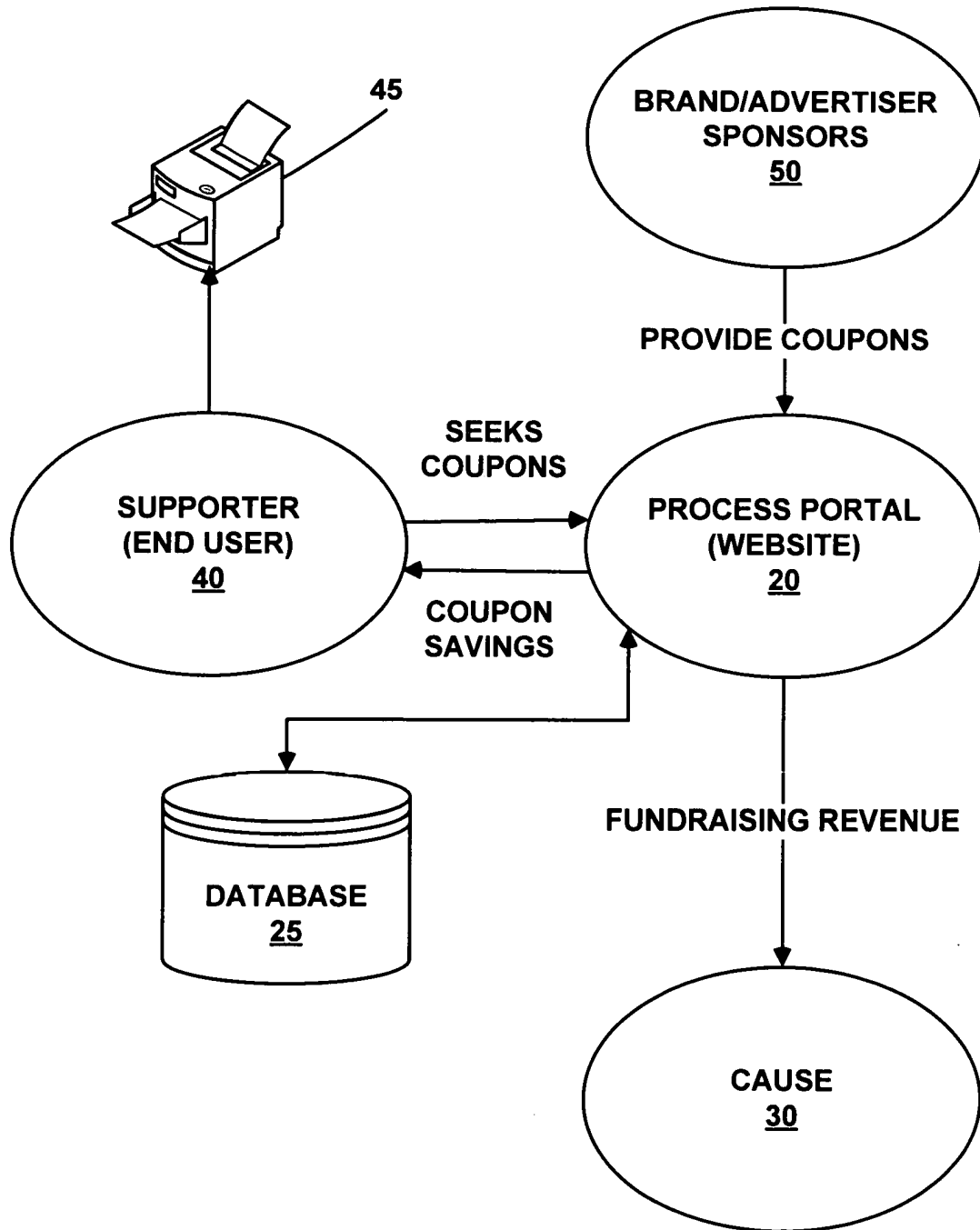


FIG. 2

ELECTRONIC REDEMPTION/REBATE CYCLE 100

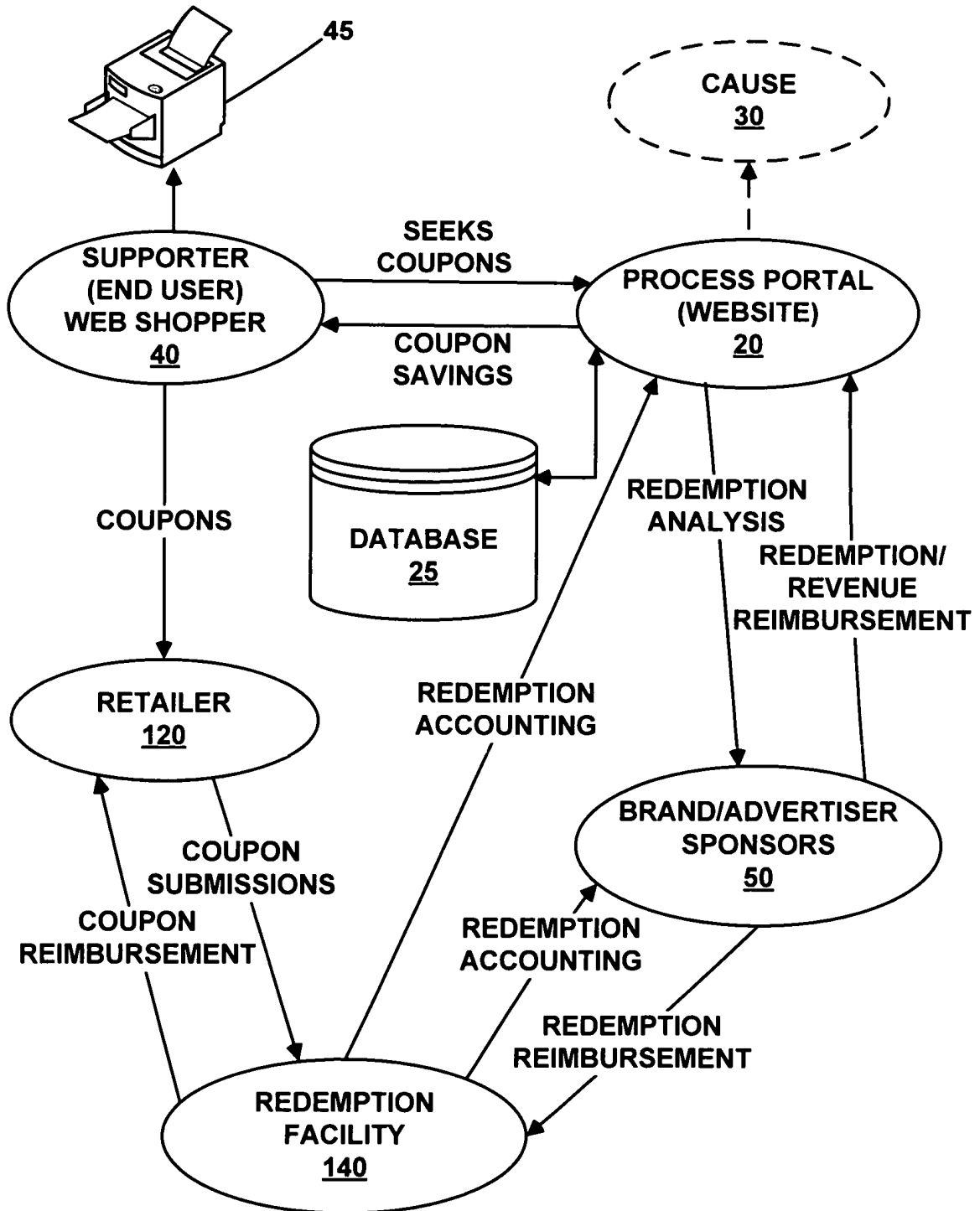


FIG. 3
COUPON

The diagram shows a coupon form with a dashed line indicating a fold line. The form is divided into several sections:

- Top Section:** Contains five fields arranged horizontally:
 - BRAND NAME 62**
 - ITEM NAME 64**
 - VALUE 66**
 - PRODUCT IMAGE 68**
 - DISCLAIMER/MODIFIER 70**
- Middle Section:** Contains two fields:
 - ORIGIN 72**
 - BAR CODE 74**
- Bottom Section:** Contains a dashed box labeled **HOUSEHOLD ID #**.

A dashed line runs horizontally across the form, separating the top section from the middle and bottom sections. A label **60** with a line pointing to the right edge of the form indicates the overall coupon structure.